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Cultural Tourism. Blessing or Curse for Cultural Celebrations?

By Maïke Roth

GRIN Verlag Mrz 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Tourism, grade: 1,7, International University of Applied Sciences Bad Honnef - Bonn, language: English, abstract: In connection with globalization and the increasing willingness to interact interculturally, people are travelling more frequently, not only for business reasons or simply for holidays, but also to get a cultural insight into different parts of the world. Every culture has its own habits and observances, including everyday occurrences and of course special occasions. Cultural tourists try to look into those occasions, for example by taking part in the Holi Festival in India. On the basis of this theory, online questionnaires as well as expert interviews were conducted to find out whether the participation is harmful or beneficial to the given cultural celebration. Both research methods were solely distributed among Indians to get their perception. The results of the two different research tools clearly showed a positive impression towards cultural tourism in general, as well as tourists who participate in the Holi Festival. In fact, the cross-cultural interaction in form of celebrating the...



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